

# Strategy for Denmark's digital growth

## Denmark as a digital frontrunner

### - for the benefit of companies, citizens and society in general

- The strategy consists of 38 initiatives
- It allocates a total of 1 bn. DKK from 2018 to 2025 and afterwards 75 million DKK per year
- The government wants to exploit the opportunities deriving from the digital transformation to create more prosperity for the Danish people

## Main initiatives of the Strategy of Denmark's digital growth



### Digital Hub Denmark

Danish companies need easier access to digital skills. The Government will establish Digital Hub Denmark by connecting the growing ecosystem of digital frontrunners. Digital Hub Denmark will, among other things, establish a matching platform to improve companies' access to talent within emerging digital technologies.



### SME:Digital

Danish small and medium sized enterprises need a digital lift. With the initiative SME:Digital the Government will provide counselling of SMEs to find their digital opportunities e.g. in data analysis, E-commerce and digital design.



### The Technology Pact

To meet the rising demand for digital and technological skills, the government will establish a Technology Pact in cooperation with the business industry and educational institutions. The aim of the Technology Pact is to make more people choose a digital or technical education.



### Strengthened computational thinking in elementary school

All citizens should be able to reap the benefits of the digital transformation. The Government will improve the digital and technological competencies of Danish citizens by testing a new subject in elementary schools.



### Data as a driver of growth

The Government will provide and display more public data and create clearer guidelines for Danish companies to increase companies' data usage.



### Agile regulation for new business models

The technological advancement is fast and regulation has to keep up with our new reality. If not, Danish companies risk missing out on key opportunities. That is why our regulation has to become more agile so companies will have the opportunity to test new business models deriving from the technological transformation.



### Strengthened cyber security in companies

Digital transformation requires digital trust. Therefore, the Danish Government will strengthen cyber security by establishing an information portal for cyber security and a digital solution to for companies to report cyber security incidents and safety breaches of personal data.

#### Allocation, million DKK

	2018	2019-2021
Digital Hub Denmark	20	25
SME:Digital	10	20
The Technology Pact	15	20
Strengthened computational thinking in elementary school	10	19
Data as a driver of growth	6	19
Agile regulation for new business models	5	7
Strengthened cyber security in companies	7	8
Other initiatives	3	6
<b>Total</b>	<b>75</b>	<b>125</b>